

out-lying districts suffered in direct ratio with its growth, so-called down-town property advancing steadily in value. Two and three-story buildings gave way to others more pretentious in height, until finally sky-scrappers became necessary to meet the down-town demand, while stores on the north, south and west sides remained empty and rotted in disuse.

Capital, always shrewd and ever thoughtful of self, figured something like this: With street cars from every point of the compass dumping their passengers in the down-town district, why wouldn't it pay to systemize the general retail trade all under one roof, save the bookkeeping of sixty or seventy small stores and educate the people to do their shopping down-town.

To think was to act; department stores were brought into being, and what these big stores in the loop district have done to the people and small business men of Chicago will be told in subsequent issues of The Day Book.

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## ARE YOU DISSATISFIED ?

OF COURSE, YOU ARE

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THEN, WHY DO YOU  
STUBBORNLY KEEP ON  
SHAVING YOURSELF WITH  
THAT OLD STYLE RAZOR  
IN THE BELIEF THAT YOU  
ARE AN ECONOMICAL  
HERO—



WHEN BY EFFICIENT  
MANAGEMENT YOU CAN  
MAKE THE RIFFLE WITH  
ONE OF THOSE  
SAFETY RAZORS AND  
KEEP YOUR FACE ALL  
IN ONE PIECE!

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The butcher's is a good place  
for Meating.

The Tailor's is the place to re-  
cover yourself.

The bookkeeper is a man of  
some account.

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Vermillion, Kas., business men  
endorse Rockefeller for president.  
Those fellows have either been  
out painting their town red or  
else they're starting a college. Jail  
for them!